

Message Text

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PAGE 01 PORTO 00013 241545Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----119485 250338Z /64

R 241119Z JAN 78
FM AMCONSUL PORTO ALEGRE
TO USDOC WASHDC
INFO SECSTATE WASHDC 0609
AMCONSUL RIO DE JANEIRO
AMCONSUL SAO PAULO

UNCLAS PORTO ALEGRE 0013

E.O. 11652: N/A
TAGS: BBSR, BR
SUBJECT: WTDR/FTI: SPRINGER REFRIGERA&AO S/A

REF: USDOC 20744 AND 00595

FOLLOWING IS REPEAT OF CONSULATE'S 274 DATED NOV.18,1977:

1. BRAZIL
OFFICE USE: 2. 351 3. NA 4. 05
5. SPRINGER REFRIGERA&AO S/A
6. RUA BERTO CIRIO, 521
7. 92000 CANOAS, RS
8. CONTACT: TIBIRICA INDIO DA COSTA
9. TITLE: IMPORT DEPARTMENT MANAGER
10. PHONE: 72.12.44 11. TELEX: N/A
12. CABLE: SPRINGER, CANOAS
13. ESTABL: 1934 14. EMPL. 820 15. SIZE: LARGE
16. REPUTATION: Y-GOOD 17. RPT DATE: 11/77
- OFFICE USE: 18. 19. NA 20. NA 21. NA 22. NA

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 PORTO 00013 241545Z

- 23A. 35852/M04 MFR, DIST, EXP, OF UNITARY AIR-CONDITIONERS
- 23B. 36321/M04 MFR, DIST, EXP, OF HOUSEHOLD REFRIGERATORS,INCLUDING
COMBINATION REFRIGERATOR-FREEZERS
- 23C. 36343/M04 MFR, DIST, EXP, OF OTHER SMALL HOUSEHOLD ELECTRICAL
APPLIANCES
- 23D. 36392/M04 MFR, DIST, EXP, OF HOUSEHOLD WATER HEATERS, EXCEPT,
ELECTRIAL

24. FOREIGN SALES: NA

25. FINANCIAL REFS: BANCO DO BRASIL SA, AGENCIA CENTRAL, 90000PORTO ALEGRE, RS,BRAZIL

26. TRADE REFS: CIA. METALURGICA NACIONAL, AVENIDA 13 DE MAIO, 13-RIO DE JANEIRO, RJ, BRAZIL.

27. FOREIGN FIRMS REPRESENTED : N/A

28. POST EVALIATION: WELL KNOWN FIRM WITH A SOCIAL CAPITAL OF CR\$80 MILLION .ANNUAL SALES CR\$460 MILLION. ASSETS TO LIABILITIES AS CR1.64 TO 1.00. IT HAS EXTENSIVE REAL ESTATE PROPERTIES, FACTORIES IN CANOAS, RIO GRANDE DO SUL, AND IN MANAUS, AMAZONAS, AS WELL AS BRANCHES AND /OR REPRESENTATIVES IN ALL BRAZILIAN STATE CAPITALS. ITS PRODUCTS ARE WELL KNOWN AND WELL ACCEPTED IN THE MARKET. COMPETITION IS MODERATE. SALES POLICY IS GOOD. THE COMPANY'S PRESIDENT, MR

.
PAULO D. VELLINHO, IS A FORMER PRESIDENT OF THE STATE OF RIO GRANDE DO SUL'S FEDERATION OF INDUSTRIES. HE IS THE HEAD OF THE SPRINGER ADMIRAL GROUP, WHICH FORMS A LARGE INDUSTRIAL AND COMMERCIAL COMPLEX OPERATING THROUGHOUT THE COUNTRY. THE COMPANY'S MANAGEMENT IS COMPETENT AND WELL REGARDED IN THE BUSINESS COMMUNITY. BANKING AND TRADE SOURCES REPORT THAT THE COMPANY IS OPERATING NORMALLY AND IS A SATISFACTORY FINANCIAL POSITION. ITS FINANCIAL OBLIGATIONS ARE MET
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PAGE 03 PORTO 00013 241545Z

PROMPTLY OR SOMETIMES WITH DELAYS OF UP TO 30 DAYS. CONSULATE CONSIDERS FIRM AS A GOOD TRADE CONTACT FOR US COMPANIES.

29. PREP. HELIO E. SUDBRACK APPR. ALFRED R. BARR
BARR

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 24 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978PORTO00013
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780036-0864
Format: TEL
From: PORTO ALEGRE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780129/aaaaayby.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f0e3a1e0-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3723253
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: SPRINGER REFRIGERA&AO S/A
TAGS: BBSR, BR
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/f0e3a1e0-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
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